

Innovative Advertising  
403 N Columbia Street  
Covington LA 70433

Jim Davis/ R/ NC State Senate  
Submission Number 400 Issue 2



**WSPA-TV**  
250 International Dr.  
Spartanburg SC 29303-6596  
(864) 576-7777 FAX (864) 587-4480

Copy

<b>Client:</b> Jim Davis/ R/ NC State Senate	<b>Submission Cost:</b> 9810	<b>Campaign Ref:</b> E:063646220
<b>Buyer:</b> Senate	<b>Client/Product/Estimate:</b> . / .995	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/08/12 to 10/21/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06364622
<b>Est./PO Number:</b> 06364622	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

<b>Product:</b> Jim Davis Sd50*Sp12*	<b>Booking Group:</b> WSPA	<b>Key Market:</b> Greenville Spartanburg Asheville
<b>Demographic:</b> (L) Household	<b>Order:</b>	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/08	10/15	Total	Cost
1	Sun 9a ET / 8a CT CBS Sunday Morning News .....S Isolations: W/C 10/08 .....S	04	260	30 Comme	Nbr of Spots	1	1	260
2	M-F 9a Dr Phil MTWTF..	05	110	30 Comme	Nbr of Spots	5	5	550
3	M-F 9a Dr Phil M.....	05	100	30 Comme	Nbr of Spots	1	1	100
4	M-F 10a Your Carolina MTWTF..	05	40	30 Comme	Nbr of Spots	5	5	200
5	M-F 10a Your Carolina M.....	05	50	30 Comme	Nbr of Spots	1	1	50
6	Tue 8p ET / 7p CT NCIS .T.....	04	2400	30 Comme	Nbr of Spots	1	1	2400
7	CBS NFL Today Sun MTWTFSS Isolations: W/C 10/15 .....S	06	225 350	30 Comme	Nbr of Spots Nbr of Spots	1 1	1 1	225 350
<b>Weekly Totals:</b>					<b>Total Spots(Ord Spots)</b>	20	5	25
					<b>Closed PR</b>	1	1	1

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**WSPA-TV**  
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Ref	Sales Product Details	Rev Type	Rate		Spot Type			10/08	10/15	Total	Cost
8	Sun 1p ET / 12p CT NFL On CBS .....S	04	750		30 Comme	Nbr of Spots		2		2	1500
9	Sat SEC Football .....S	05	350		30 Comme	Nbr of Spots		2		2	700
10	Sat CBS NCAA Football .....S	04	613		30 Comme	Nbr of Spots		2		2	1225
11	Fri 8p ET / 7p CT CSI NY ....F..	05			30 Comme	Nbr of Spots					
						Closed PR		1		1	
12	M-F 7p News ...TF..	05	200		30 Comme	Nbr of Spots		1		1	200
13	Mon 8p ET / 7p CT How I Met Your Mother M.....	05	1350		30 Comme	Nbr of Spots			1	1	1350
14	Fri 8p ET / 7p CT NCIS ....F..	05	700		30 Comme	Nbr of Spots		1		1	700
Weekly Totals: Total Spots(Ord Spots)						20		5		25	
Closed PR						1				1	

Pre-emption Summary

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
11	Fri 8p ET / 7p CT CSI NY	:30 Commercial	10/08/12	Closed Pre Emption	800.00	14 (10/12)	0000181025	E:063646220

Grand Totals

	Totals	Month 10 Weeks: 4	
		10/08	10/15
Spots	25	20	5
Cost	9810	7735	2075

Grand Totals:

Spots:	25
Gross Total:	9,810.00
Commission:	1,471.51
Net Total:	8,338.49